

# Leading Food Distributor

## Customer Overview

Industry: Food & Beverage

Company Size: Enterprise

## Products Leveraged

Oracle WebCenter Portal

Oracle Database

Oracle Jdeveloper

Oracle WebLogic Server

OBIEE

Salesforce

## Key Differentiator

Keste has a history of excellence building custom B2B portals to increase productivity and provide ultimate customer experiences.

**Integrations saved 2+ hours per day for each customer support rep**

## Challenge

One of the leading food distributors in the US offering more than 350,000 national brand products and its own brand items relied on large support centers and manual processes for revenue generation. Key challenges included:

- Disconnected systems required multiple log in processes to access customer data, extending customer calls and limiting sales
- Lengthy customer calls provided a poor customer experience
- Lack of a single source of truth made reporting difficult
- Complex processes required rigorous employee training to ensure success

## Solution

Keste designed and implemented a portal solution to streamline sales support processes and improve customer experience. Solution included:

- Integrating customer data and order applications with a single point of entry, enabling sales support to take more calls and make more sales
- Real-time customer and sales dashboards for managers to monitor performance and for faster decision making
- Delivering customized user interfaces based on persona to simplify user experience and reduce time to sale
- Automated systems reduced employee training time
- Integrated and automated solutions resulted in faster, accurate, better customer experiences

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**Success  
Story**

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